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Date: January 7, 2010

Name: Ryan M. Gletitz

Signature: Rf 1370

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Stromme

Appln. No.: 10/696,747

Filed: October 28, 2003

For: MOVING VIRTUAL ADVERTISING

Attorney Docket No.: 10022/569

Examiner: Chenea Smith

Art Unit: 2421

Conf. No.: 7557

AMENDMENT AND REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed July 7, 2009 and the Advisory Action mailed December 8, 2009, Assignee requests reconsideration of the rejection in view of the following remarks and arguments.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.